

100%
Employee
Owned

18-Time
Best Places to
Work Winner

2021
Adweek Brand
Campaign of the Year

2021
CampaignUS Best
Data-Driven Media Plan

**Google
Premier
Partner**

Services



Strategy +
Planning



Paid
Search



Social
Media



Display
Media



Traditional
Media



Online
Marketplace



Search Engine
Optimization
(SEO)



Brand
Performance
Communications



Content
Marketing



Email Marketing
Strategy



Conversion Rate
Optimization



Marketing +
Analytics
Measurement



Creative
Partners

PRACTIX

INTELLIGENCE ENGINE

We help clients make faster, smarter and more informed business decisions with practix.

- Multi-touch attribution
- Cross channel, flexible dashboards and reports
- Consumer journey management (mapping + analytics)
- Offline data integration into online media platforms
- Media mix modeling
- Forecasting
- Closed loop media execution

Partial Client List

- 3M
- Allianz Life
- Allstate Identity Protection
- Andersen Windows
- Blue Cross Blue Shield of MN
- Capella University
- Deluxe Corporation
- Jack Link's
- Renewal by Andersen
- Shipt
- The Tile Shop
- UnitedHealthcare
- Land O'Lakes
- Optum
- Patterson Dental
- Room & Board

Leadership

Donna
Robinson
CEO

Allison
McMenimen
Bakken
EVP of Client Services

Luke
Schlegel
EVP of Operations

Connect

100 S. 5th Street
Suite 2000
Minneapolis, MN 55402

612.392.2427
info@collectivemeasures.com
www.collectivemeasures.com

